

SYN. NO. _____

AGN. NO. _____

MOTION BY SUPERVISOR ZEV YAROSLAVSKY

May 10, 2005

Each summer the Ford Amphitheatre hosts performances by local community-based artists from throughout the County, attracting crowds of more than 55,000 individuals annually. Since 2002, the Ford has worked together with Channel 36, a local nonprofit cable access television station, to further expand the audience for these performances. As a result, nineteen Ford Amphitheatre performances have been taped and cablecast over 250 times by Channel 36. "Live! At the Ford" is now one of Channel 36's most popular programs and is also available for viewing over the internet.

Channel 36, whose mission is to support community building and promote learning, is carried full time by Los Angeles City's four cable franchises with approximately 650,000 subscriber households encompassing nearly 2 million potential viewers. Through agreements with other cable access channels, Channel 36 also serves another 145,000 subscriber households in the cities of Burbank, Glendale, Santa Monica and Torrance. In addition, Channel 36 cablecasts provide coverage in many unincorporated areas of the County.

MOTION

BURKE _____

YAROSLAVSKY _____

KNABE _____

ANTONOVICH _____

MOLINA _____

As part of our Strategic Plan, the Board of Supervisors has agreed on the long-term goal of creating a County wide, County-sponsored cable television channel. Part of the mission of this channel would be to carry broadcasts of County-sponsored performing arts. Until this plan is fully realized, however, some of its goals can be achieved by furthering the collaboration between the Ford and Channel 36.

It would therefore be appropriate to assist Channel 36 in covering some of the basic costs of taping, editing and cablecasting upcoming Ford performances. This will continue to dramatically increase the audience for the Ford and significantly leverage our existing investment in the Ford Amphitheatre Summer Season program. The \$45,000 cost of the Channel 36 cablecasts is a fraction of the cost that would be incurred were these services to be provided by a commercial video producer. Sufficient funding exists in the Cable TV Franchise Fund to accommodate this expenditure. Use of the Fund for this purpose is appropriate under the guidelines, which allow expenditures for *“broadcast-related programs (video and audio), including cable and public television.”*

I, THEREFORE, MOVE that \$45,000 be allocated from the Cable Franchise Fund to contract with Cable Channel 36 to film, edit and cablecast twelve performances from the Ford Amphitheatre’s 2005 Summer Season; and

I FURTHER MOVE that the Executive Director of the Arts Commission be authorized, in conjunction with other appropriate county departments, to develop and administer a contract with Cable Channel 36 for these services.